

WXYZ 20777 W. 10 MIle Rd. Southfield, MI 48037 Main: (248)827-7777 Billing: (877)290-6086

Invoice # Invoice Date Invoice Month Invoice Period 310115-1 09/30/12 08/27/12 - 09/30/12 September 2012

Station Account Executive Sales Office Sales Region WXYZ Dave Lombardo EWS - Washingt National

Advertiser Product Estimate Number **CARE for Michigan** 1083 CARE for MI - Q3/4 Issue

www.wxyz.com

Billing Address:

Davis Group (The) Attention: Pam Newby 4201 Bee Caves Road - Suite C-101 Austin, TX 78746

Send Payment To:

WXYZ P.O. Box 643405 Cincinnati, OH 45264-3405

1 WXYZ Sa

09/29/12

Flight Dates	Order #	Alt Order #
09/25/12 - 10/01/12	310115	
Billing Calendar	Billing Type	
Broadcast	Cash	
Special Handling		
IDB #	Advertiser Code	Product Code
13302		
Agency Ref	Advertiser Ref	

Spots/ I ine Start Date **End Date** Description Start/End Time MTWTFSS Length Week Rate Type 1 09/25/12 09/28/12 6-7am M-F - T- T- - -Action News 6am :30 \$1,500.00 NM MTWTFSS End Date Weeks: Start Date Spots/Week Rate 09/24/12 09/30/12 - T- T- - -\$1,500.00 Start/End Time Spots: # Ch Day Air Date Air Time Description Length Ad-ID Rate Type :30 CMI TV105 1 WXYZ Tu 09/25/12 6:28 AM Action News 6am 6-7am M-F \$1,500.00 NM 2 WXYZ Th :30 CMI TV105 09/27/12 6:29 AM Action News 6am 6-7am M-F \$1,500.00 NM 3 09/25/12 09/28/12 M-F 7-9am 7-9am M-F - TWTF- -:30 \$1,600.00 NM MTWTFSS Start Date **End Date** Spots/Week Weeks: Rate 09/24/12 09/30/12 - TWTF- -\$1,600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type :30 CMI TV105 4 WXYZ Tu 09/25/12 7:49 AM M-F 7-9am 7-9am M-F \$1,600.00 NM :30 CMI TV105 5 WXYZ Tu 09/25/12 8:59 AM M-F 7-9am 7-9am M-F \$1,600.00 NM 3 WXYZ W 7-9am M-F :30 CMI TV105 09/26/12 6:59 AM M-F 7-9am \$1,600.00 NM :30 CMI TV105 7 WXYZ W 7-9am M-F NM 09/26/12 8:44 AM M-F 7-9am \$1,600.00 6:59 AM M-F 7-9am :30 CMI TV105 2 WXYZ Th 09/27/12 7-9am M-F \$1,600.00 NM 7-9am M-F :30 CMI TV105 8 WXYZ Th 09/27/12 8:43 AM M-F 7-9am \$1,600.00 NM 7-9am M-F :30 CMI TV105 1 WXYZ F 09/28/12 7:59 AM M-F 7-9am \$1,600.00 NM :30 CMI TV105 7-9am M-F NM 6 WXYZ F 09/28/12 8:59 AM M-F 7-9am \$1,600.00 5 09/29/12 09/29/12 Action News SAT 6am SAT 6-7am - - - - S-:30 \$500.00 NM MTWTFSS Spots/Week Weeks: Start Date **End Date** Rate 09/24/12 09/30/12 \$500.00 Air Time Description Start/End Time Spots: # Ch Day Air Date Length Ad-ID Rate Type :30 CMI TV105 \$500.00 NM 1 WXYZ Sa 09/29/12 6:37 AM Action News SAT 6am SAT 6-7am 6 09/29/12 - - - - S-09/29/12 GMA SAT 7-8am SAT 7-8am :30 \$900.00 NM 1 MTWTFSS Start Date **End Date** Weeks: Spots/Week Rate 09/24/12 09/30/12 - - - - S-\$900.00 Spots: # Ch Start/End Time Length Ad-ID Rate Type Day Air Date Air Time Description

SAT 7-8am

:30 CMI TV105

\$900.00 NM

7:58 AM GMA SAT 7-8am

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Advertiser	Product	Estimate Number
CARE for Michigan	CARE for MI - Q3/4 Issue	1083

. www.wxy.	z.com								
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
7 09/29/12	09/29/12	SA 8-10am Action News	8-10a	S-	:30	1	\$900.00	NM	
Weeks:	Start Date 09/24/12	End Date <u>MTWTFSS</u> 09/30/12S-	Spots/Week 1	<u>Rate</u> \$900.00					
Spots: # C	h <u>Day Air</u>	Date Air Time Descrip		Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	/XYZ Sa 09	/29/12 8:47 AM SA 8-10	am Action News	8-10a	:3	0 CMI TV105			\$900.00 NM
8 09/30/12	09/30/12	GMA SUN 7-8am	SUN 7-8am	S	:30	1	\$900.00	NM	
Weeks:	Start Date 09/24/12	09/30/12S	Spots/Week 1	Rate \$900.00					
Spots: # C				Start/End Time		h Ad-ID			Rate Type
1 W	/XYZ Su 09	/30/12 7:49 AM GMA SI	JN 7-8am	SUN 7-8am	:3	0 CMI TV105			\$900.00 NM
9 09/30/12	09/30/12	Action News SUN 8am	Sun 8-930am	S	:30	1	\$900.00	NM	
Weeks:	Start Date 09/24/12	End Date <u>MTWTFSS</u> S	Spots/Week 1	<u>Rate</u> \$900.00					
	h <u>Day Air</u>			Start/End Time		h Ad-ID			Rate Type
1 W	/XYZ Su 09	/30/12 8:22 AM Action N	lews SUN 8am	Sun 8-930am	:3	0 CMI TV105			\$900.00 NM
10 09/25/12	09/27/12	M-F 9a-10a	9-10am M-F	- TWΓ	:30	3	\$800.00	NM	
Weeks:	Start Date 09/24/12		Spots/Week 3	<u>Rate</u> \$800.00					
Spots: # C				Start/End Time		h Ad-ID			Rate Type
	/XYZ Tu 09			9-10am M-F		0 CMI TV105			\$800.00 NM
		/26/12 9:51 AM M-F 9a-		9-10am M-F		O CMI TV105			\$800.00 NM
3 W	/XYZ Th 09	/27/12 9:32 AM M-F 9a-	10a	9-10am M-F	:3	0 CMI TV105			\$800.00 NM
11 09/26/12			11am-12pm M-F	W- F	:30	2	\$1,000.00	NM	
Weeks:		End Date MTWTFSS W- F	Spots/Week 2	Rate \$1,000.00					
	h Day Air			Start/End Time		h Ad-ID			Rate Type
		/26/12 11:20 AM M-F 11:		11am-12pm M-F		0 CMI TV105			\$1,000.00 NM
1 V\	/XYZ F 09	/28/12 11:33 AM M-F 11a	a-12n	11am-12pm M-F	- :3	0 CMI TV105			\$1,000.00 NM
12 09/25/12	09/28/12	12-1230p News	12-1230p	- TWГF	:30	4	\$1,000.00	NM	
Weeks:	Start Date 09/24/12	End Date MTWTFSS 09/30/12 - TWTF	Spots/Week 4	Rate \$1,000.00					
Spots: # C				Start/End Time		h Ad-ID			Rate Type
		/25/12 12:28 PM 12-1230		12-1230p		0 CMI TV105			\$1,000.00 NM
		/26/12 12:24 PM 12-1230	<u> </u>	12-1230p		0 CMI TV105 0 CMI TV105			\$1,000.00 NM \$1,000.00 NM
		/27/12 12:14 PM 12-1230 /28/12 12:23 PM 12-1230	<u>. </u>	12-1230p 12-1230p		O CMI TV105			\$1,000.00 NM \$1,000.00 NM
1 VV	/AIZF 09	1/20/12 12.23 MIVI 12-1230	nh idema	12-123Up		O CIVIL 1 V 1 U 3			φ1,000.00 INIVI
14 09/25/12	09/27/12	Dr. Oz	4-5pm M-F	- TWΓ	:30	3	\$1,200.00	NM	
Weeks:	Start Date 09/24/12	End Date 09/30/12	Spots/Week 3	Rate \$1,200.00					5
Spots: # C			tion	Start/End Time		h Ad-ID			Rate Type
		/25/12 4:41 PM Dr. Oz		4-5pm M-F		0 CMI TV105			\$1,200.00 NM
		/26/12 4:42 PM Dr. Oz		4-5pm M-F		0 CMI TV105			\$1,200.00 NM
1 W	XYZ Th 09	/27/12 4:11 PM Dr. Oz		4-5pm M-F	:3	0 CMI TV105			\$1,200.00 NM

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Line Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
16 09/25/12	09/28/12	6-630pm M-F	6-630pm M-F	- TWTF	:30	4	\$2,000.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
	09/24/12	09/30/12 - TWTF	4	\$2,000.00					
Spots: # C				Start/End Time		h Ad-ID			Rate Type
		/25/12 6:12 PM 6-630p		6-630pm M-F 6-630pm M-F		0 CMI TV105			\$2,000.00 NM
		/26/12 6:29 PM 6-630p /27/12 6:28 PM 6-630p		6-630pm M-F		0 CMI TV105 0 CMI TV105			\$2,000.00 NM \$2,000.00 NM
		/28/12 6:28 PM 6-630p		6-630pm M-F		0 CMI TV105			\$2,000.00 NM
4 1	VX121 09/	720/12 0.20 FIVI 0-030p	III IVI-I	0-030pm W-F	.3	U CIVII I V I U J			\$2,000.00 NIVI
18 09/25/12	09/28/12	M-F 7-730p	7-730pm M-F	- TWTF	:30	4	\$2,000.00	NM	
Weeks:	Start Date 09/24/12	End Date MTWTFSS - TWTF	Spots/Week 4	Rate \$2,000.00					
Spots: # C				Start/End Time		h Ad-ID			Rate Type
		/25/12 7:11 PM M-F 7-	<u> </u>	7-730pm M-F		0 CMI TV105			\$2,000.00 NM
		/26/12 7:14 PM M-F 7-	<u> </u>	7-730pm M-F		0 CMI TV105			\$2,000.00 NM
		/27/12 7:14 PM M-F 7-	<u> </u>	7-730pm M-F		0 CMI TV105			\$2,000.00 NM
1 V	VXYZ F 09/	/28/12 7:12 PM M-F 7-	730p	7-730pm M-F	:3	0 CMI TV105			\$2,000.00 NM
20 09/30/12	09/30/12	Su 6-630p	6-630pm Sun	S	:30	1	\$1,400.00	NM	
Weeks:	Start Date 09/24/12	End Date MTWTFSSS	Spots/Week 1	<u>Rate</u> \$1,400.00					
Spots: # C	Ch <u>Day Air</u>	Date Air Time Descrip	otion_	Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	VXYZ Su 09/	/30/12 6:22 PM Su 6-6	30p	6-630pm Sun	:3	0 CMI TV105			\$1,400.00 NM
21 09/25/12	09/27/12	M-F 730-8pm	730-8pm M-F	- TWT	:30	3	\$2,500.00	NM	
Weeks:	Start Date 09/24/12	End Date MTWTFSS - TWT	Spots/Week 3	<u>Rate</u> \$2,500.00					
Spots: # C	h <u>Day Air</u>	Date Air Time Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	VXYZ Tu 09/	/25/12 7:39 PM M-F 73	0-8pm	730-8pm M-F	:3	0 CMI TV105			\$2,500.00 NM
2 W	VXYZ W 09	/26/12 7:42 PM M-F 73	0-8pm	730-8pm M-F	:3	0 CMI TV105			\$2,500.00 NM
3 W	VXYZ Th 09/	/27/12 7:39 PM M-F 73	0-8pm	730-8pm M-F	:3	0 CMI TV105			\$2,500.00 NM
22 09/27/12	09/27/12	Thursday Prime A	8-9pm Thursday	T	:30	1	\$4,000.00	NM	
Weeks:	Start Date 09/24/12	End Date MTWTFSS T	Spots/Week 1	Rate \$4,000.00					
Spots: # C	Ch <u>Day</u> Air	Date Air Time Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	VXYZ Th 09/	/27/12 7:59 PM Thursd	ay Prime A	8-9pm Thursday	:3	0 CMI TV105			\$4,000.00 NM
23 09/30/12	09/30/12	Sunday Prime A	7-8pm Sunday	S	:30	1	\$4,000.00	NM	
Weeks:	Start Date 09/24/12	End Date <u>MTWTFSS</u> 09/30/12S	Spots/Week 1	Rate \$4,000.00					
Spots: # C			otion	Start/End Time	Lenat	h Ad-ID			Rate Type
		/30/12 6:59 PM Sunday		7-8pm Sunday		0 CMI TV105			\$4,000.00 NM
24 09/30/12	09/30/12	Sunday Prime B	8-9pm Sunday	S	:30	1	\$7,000.00	NM	
Weeks:	Start Date 09/24/12	End Date <u>MTWTFSS</u> 09/30/12S	Spots/Week 1	<u>Rate</u> \$7,000.00					
Spots: # C		00/00/12	otion	Start/End Time	Lenat	h Ad-ID			Rate Type
		/30/12 8:43 PM Sunday		8-9pm Sunday		0 CMI TV105			\$7,000.00 NM
. , ,	200		,	5 Sp.ii Gailady	.0				\$1,000.00 THM



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CARE for Michigan	CARE for MI - Q3/4 Issue	1083

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Spots/

Line	Start Da	te End Da	ate Des	cription	:	Start/End Time	MTWTFSS	Length	Week	Rate	Type		
25	5 09/25/12	99/30/	12 11pr	m Action Ne	ws Update	11-1135pm M-Sun	- TWTF- S	:30	5	\$4,000.00	NM		
	Weeks:	Start Da			TFSS TF- S	Spots/Week 5	Rate \$4,000.00						
	Spots: #	Ch Day	Air Date	Air Time	Descriptio	<u>n</u>	Start/End Time	Len	gth Ad-ID			Rate	Type
	2	WXYZ Tu	09/25/12	11:25 PM	11pm Acti	on News Update	11-1135pm M-St	un	:30 CMI TV105			\$4,000.00	NM
	3	WXYZ W	09/26/12	11:13 PM	11pm Acti	on News Update	11-1135pm M-St	un	:30 CMI TV105			\$4,000.00	NM
	4	WXYZ Th	09/27/12	11:32 PM	11pm Acti	on News Update	11-1135pm M-St	un	:30 CMI TV105			\$4,000.00	NM
	1	WXYZ F	09/28/12	11:11 PM	11pm Acti	on News Update	11-1135pm M-St	un	:30 CMI TV105			\$4,000.00	NM
	5	WXYZ Su	09/30/12	11:21 PM	11pm Acti	on News Update	11-1135pm M-Sı	un	:30 CMI TV105			\$4,000.00	NM
27	7 09/25/12	9 09/28/	12 Nigh	ntline		1135pm-1205am M	- ТWГF	:30	4	\$2,000.00	NM		
	Weeks:	Start Da 09/24/1			TFSS TF	Spots/Week 4	Rate \$2,000.00						
	Spots: #	Ch <u>Day</u>	Air Date	Air Time	Descriptio	<u>n</u>	Start/End Time	Len	gth Ad-ID			Rate	Type
	2	WXYZ Tu	09/25/12	11:44 PM	Nightline		1135pm-1205am	n M	:30 CMI TV105			\$2,000.00	NM
	1	WXYZ W	09/26/12	11:57 PM	Nightline		1135pm-1205am	n M	:30 CMI TV105			\$2,000.00	NM

1135pm-1205am M

1135pm-1205am M

Total Spots 51 **Gross Total** \$99,800.00

:30 CMI TV105

:30 CMI TV105

Payment Terms 30 Days

3 WXYZ Th

4 WXYZ F

09/27/12

09/28/12

11:56 PM Nightline

11:54 PM Nightline

Agency Commission \$14,970.00

Net Amount Due \$84,830.00

\$2,000.00

\$2,000.00

NM

NM